from the point of view of optimum coverage, and Chirgaon Township is reported to be adequately covered.

(d) Does not arise.

Purchase of film equipments from abroad

†3756. SHRI SHREEGOPAL VYAS:
SHRI VINAY KATIYAR:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that India has the largest percentage of cine goers in the world. but it has the lowest percentage in revenues therefrom;

(b) Whether it is also a fact that we produce maximum number of films but don't manufacture any equipment;

(c) Whether major portion of our revenues goes out of the country on purchase of film negatives and positives from abroad; and

(d) If so, the planned efforts being made by the Govt. to improve the said situation?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) The film industry is largely in the private sector and segregated data in respect of the information sought is not maintained in this Ministry. However, as per report of FICCI —Price Water House Coopers, 2006, the key reasons behind low box office collections are (i) Low Admission Prices, (ii) Low Occupancy Level in Theaters (iii) low Capital/Investment Level in the number of film prints, and (iv) Ineffective Marketing. Cameras for shooting, sound equipment and film roles are part of the imports made by the film industry.

(d) This Ministry has approached Ministry of Finance for lowering the custom tariffs on the import of jumbo rolls. To understand the initiatives needed for further growth of the film industry, this Ministry had constituted five Core Groups to look into different aspects including taxation and duties. The reports of these Groups are under examination in the Ministry.

†Original notice of the question was received in Hindi.